

ABSTRACT

[00105] Methods and apparatuses for controlling display of supplemental content on a computer screen are described. In one embodiment, a method for controlling display of supplemental content on a computer screen includes detecting that the supplemental content is displayed on the computer screen. The display of the supplemental content is controlled by a cursor position relative to a first predefined region. The method further includes triggering display of an interface element associated with the supplemental content when the cursor is positioned inside the predefined first region, defining a second region that covers at least a portion of the interface element and the current position of the cursor, and continuing the display of the supplemental content upon detecting that the cursor is positioned outside of the first region but within the second region.